

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 106602  
**Alt Order #:** 06852462  
**Product Desc:** JOE HECK 4 CONGRESS  
**Estimate:** 2690  
**Flight Dates:** 09/17/12 - 09/30/12  
**Original Date / Rev:** 09/14/12 / 09/18/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Strategic Media Placement, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Heck, Joe for Congress  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	62	\$36,400.00	\$30,940.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	62	\$36,400.00	\$30,940.00	0.00
<b>Totals</b>	<b>62</b>	<b>\$36,400.00</b>	<b>\$30,940.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	30%	\$36,400.00
Market	100%	\$121,333.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$36,400.00
KLVB	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	30%	\$36,400.00
KTUD	0%	\$0.00
KVVU	10%	\$12,133.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/17/12	09/27/12	M-F 6-7a WakeUp w/Wagners	GM	6-7a	MTWT---	:30	4	\$450.00	2	0.00	NM	8	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWT---			4			\$450.00		0.00			

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E 1	KSNV	09/17/12	09/27/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWT---	:30	4	\$450.00	2	0.00	NM	8	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	MTWT---	4		\$450.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	MTWT---	4		\$450.00		0.00						
E 2	KSNV	09/17/12	09/28/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$550.00	2	0.00	NM	10	\$5,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	MTWTF--	5		\$550.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	MTWTF--	5		\$550.00		0.00						
E 3	KSNV	09/17/12	09/28/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$725.00	2	0.00	NM	10	\$7,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	MTWTF--	5		\$725.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	MTWTF--	5		\$725.00		0.00						
E 4	KSNV	09/17/12	09/28/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-W-F--	:30	3	\$725.00	2	0.00	NM	6	\$4,350.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	M-W-F--	3		\$725.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	M-W-F--	3		\$725.00		0.00						
E 5	KSNV	09/17/12	09/28/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	MTWTF--	:30	5	\$400.00	2	0.00	NM	10	\$4,000.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	MTWTF--	5		\$400.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	MTWTF--	5		\$400.00		0.00						
E 6	KSNV	09/17/12	09/27/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWT---	:30	4	\$750.00	2	0.00	NM	8	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	MTWT---	4		\$750.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	MTWT---	4		\$750.00		0.00						
E 7	KSNV	09/22/12	09/30/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	4	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-----SS	2		\$750.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	-----SS	2		\$750.00		0.00						
E 8	KSNV	09/22/12	09/29/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$225.00	3	0.00	NM	2	\$450.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-----S-	1		\$225.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	-----S-	1		\$225.00		0.00						
E 9	KSNV	09/23/12	09/30/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$200.00	3	0.00	NM	2	\$400.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-----S	1		\$200.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	-----S	1		\$200.00		0.00						
E 11	KSNV	09/28/12	09/28/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	----F--	1		\$1,400.00		0.00						
N 12	KSNV	09/19/12	09/21/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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N12	KSNV	09/19/12	09/21/12	Dr. Phil Dr Phil	CM	3-4p	-- WTF--	:30	1	\$450.00	1	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 09/17/12		09/17/12	09/23/12	-- WTF--	1		\$450.00		0.00					
												Totals	62	\$36,400.00